



**Planned Parenthood**  
Care. No matter what.

Planned Parenthood Health Systems, Inc.

**2012** Annual Report



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PRESIDENT/CEO

\* MEMBER OF THE EXECUTIVE COMMITTEE



Planned Parenthood Health Systems, Inc.  
100 S Boylan Ave., Raleigh, NC 27603  
(919) 833-7526 • [www.pphs.org](http://www.pphs.org)

Planned Parenthood Health Systems is a private, nonprofit 501(c)(3) organization operating in four states and headquartered in Raleigh, NC. Our organization is an accredited affiliate of Planned Parenthood Federation of America, the world's largest and most trusted voluntary reproductive healthcare organization.

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**Twitter and Facebook.**

**Cover photos:** Sarah Weddington with Health Center Assistants Sophia Martinez and Leslie Bullock; Clinician Catherine Quick with patient; Board members Liz Hacking and Al Knighton with Development Director Sara Goodwin; PPHS advocates at Charlotte rally.



**Walter Klausmeier**

PRESIDENT/CEO



**Al Knighton**

BOARD CHAIR

Dear Friends:

Planned Parenthood Health Systems' 2012 Annual Report is our effort to highlight a year's worth of milestones and accomplishments in a single document. Over the past twelve months, we've faced funding challenges from our state legislatures and from the Susan G. Komen Foundation. We've weathered a Supreme Court decision on health care reform and national elections where Planned Parenthood became a major campaign issue. All the while, we served more patients and education clients than ever before.

While there is no way for us to adequately convey all that we have achieved in 2012, this report exemplifies our ongoing efforts to serve the Planned Parenthood mission. The report also showcases our newly revised Planned Parenthood logo and tagline—outcomes from our 2012 national rebranding effort. The new tagline (Care. No matter what.) aptly expresses our unwavering commitment to serve our clients and our communities now and always.

We expect 2013 to be as promising as this past year has been, especially with Bonnie Smith serving as our Interim CEO from April to September. We remain grateful to our many donors and advocates who share in our successes as well as our burdens. Together, we continue to pursue Planned Parenthood's highest ideals and aspirations. Thank you.

**Walter W. Klausmeier, Jr.**

PRESIDENT/CEO

**Al Knighton**

BOARD CHAIR

## Interim CEO Bonnie Smith

In 2012, the PPHS Board of Directors unanimously approved Bonnie Smith to serve as Interim CEO while Walt Klausmeier takes his sabbatical from April to September 2013. Bonnie is a former hospital administrator and former PPHS Board Chair who oversees our Development activities in Asheville.

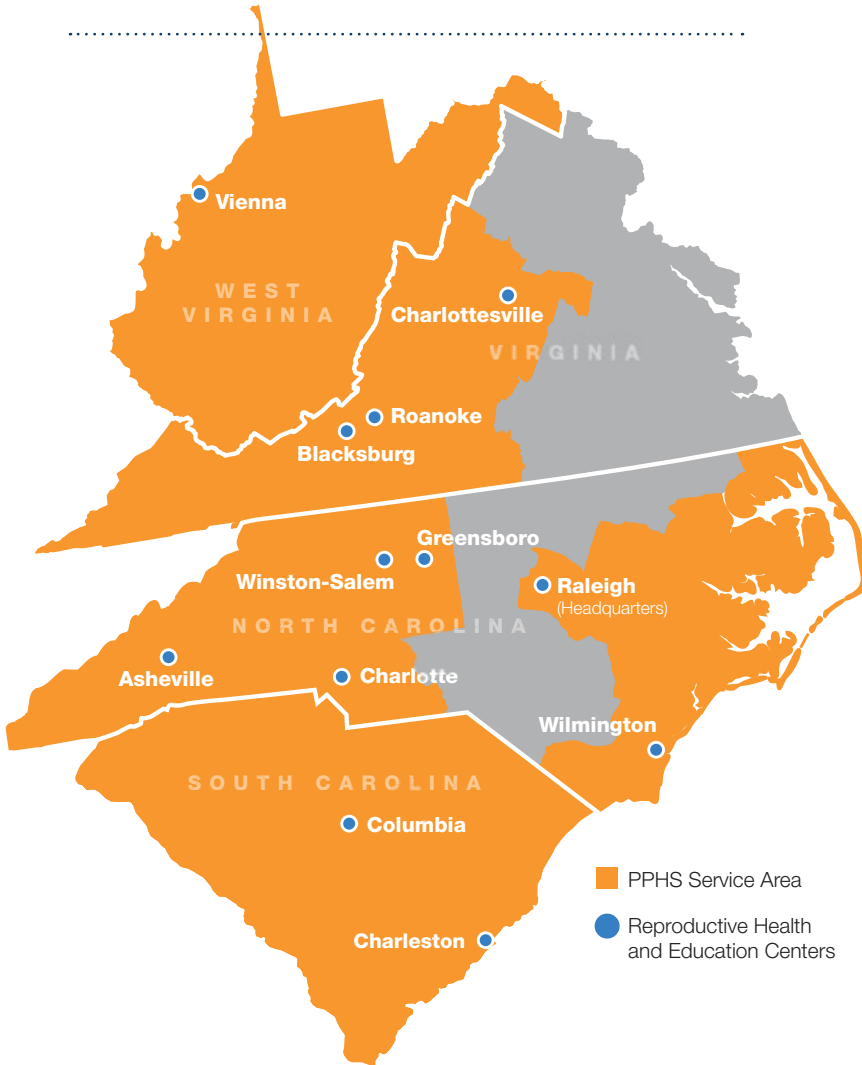


**Bonnie Smith**

*"My many years of serving Planned Parenthood in various capacities have prepared me to step in as the chief executive officer for our Planned Parenthood affiliate. While it's a bit daunting to think about filling Walt's shoes for five months, I am fortunate that he has devoted the past 15 years towards making PPHS a strong and resilient organization. It is a privilege to work for Planned Parenthood and I feel honored to have the support and confidence of the Board and the staff. I look forward to furthering our affiliate's proud tradition of excellence."*

~ Bonnie Smith

# PPHS Service Area



# PPHS Audited Financials

As of June 30, 2012

## BALANCE SHEET

	June 30, 2011	June 30, 2012
<b>Assets</b>		
Cash and Equivalents	\$3,338,853	\$3,254,118
Receivables	674,405	1,150,606
Buildings, Land, and Equipment	5,298,154	5,358,228
Other Assets	1,472,550	1,187,581
<b>Total Assets</b>	<b>10,783,962</b>	<b>10,950,533</b>
<b>Liabilities</b>		
Payables	425,488	276,928
Other Liabilities	446,484	476,387
<b>Total Liabilities</b>	<b>871,972</b>	<b>753,315</b>
<b>Net Assets</b>		
Unrestricted	7,981,388	8,110,263
Restricted	1,930,602	2,086,955
<b>TOTAL</b>	<b>9,911,990</b>	<b>10,197,218</b>
<b>Total Liabilities and Equity</b>	<b>10,783,962</b>	<b>10,950,533</b>

## STATEMENT OF ACTIVITIES

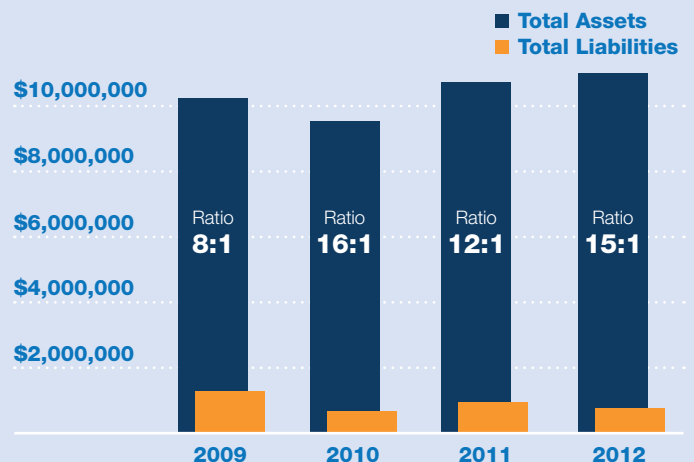
	2011	2012
<b>Revenue</b>		
Health Centers	7,353,665	6,857,786
Development	2,595,732	3,148,178
Other	346,265	47,725
<b>TOTAL</b>	<b>10,295,662</b>	<b>10,053,689</b>
<b>Expenses</b>		
Health Centers	6,318,690	6,341,402
Education	582,726	593,135
Public Affairs	409,995	423,370
Development	1,036,991	1,090,185
Administration	1,370,673	1,320,369
<b>TOTAL</b>	<b>9,719,075</b>	<b>9,768,461</b>
<b>Increase in Net Assets</b>	<b>576,587</b>	<b>285,228</b>



Assistant Controller Michael Ward and Billing Manager Lakesha Byrd reviewing monthly financial data

## Ratio of Total Assets to Liabilities

(as of June 30 each year)



# Medical Services: Milestones of 2012

## Milestone: Federally Funded Health Centers

In 2011, the North Carolina legislature banned Planned Parenthood from receiving any public funding. In response, PPHS successfully sought direct federal (Title X) funding in 2012 to ensure access to care for low-income families and teens. In October, our Asheville, Greensboro, Wilmington and Winston-Salem health centers became Title X centers. As a result, low-income patients can now receive preventive family planning services at little or no cost.



Health Center Assistants Kelly Bishop (right) and Erika Eubanks at health center check-in area

## Milestone: Virginia Health Center Licensure

During September and October, our three Virginia health centers passed state inspection under Virginia's new TRAP (Targeted Regulation of Abortion Providers) law. Our Blacksburg, Charlottesville and Roanoke health centers are now fully licensed. Given Planned Parenthood's rigorous standards of care, meeting the state's new protocols was not overly burdensome. We have until late 2013 to meet the far more onerous and unnecessary architectural modifications required under the TRAP law.

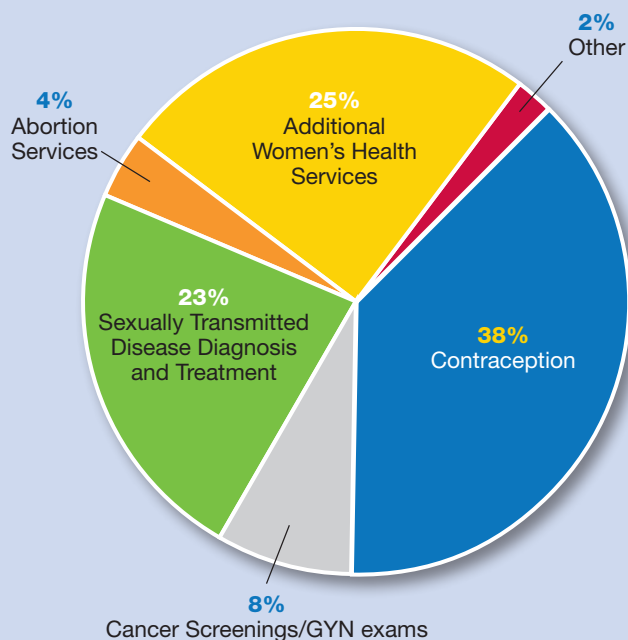
## Milestone: Nearly 40,000 Medical Visits

In 2012, PPHS recorded 39,442 client visits—a 1,200-visit increase over 2011 and more visits than for any 12-month period in our history. Most notably, our West Virginia health center saw an increase in visits of over 50%. More than 95% of these visits involved clients seeking preventive care and contraceptive services. While family planning visits continue to rise, abortion visits dropped. We suspect that more effective forms of contraception (including emergency contraception) accounted for most of this decline.



Clinician Ashley Western (left) provides patient education at the outset of family planning visit

## Provision of Medical Services





# Education: Milestones of 2012

## Milestone: Expanded Professional Training

In 2012, PPHS trained more clinicians, educators and other professionals than in any prior year. They, in turn, provide sexual health information to their own clients. Our trainings ranged from small customized programs to large-scale initiatives involving all K–12 health educators within a public school system. In May, we conducted educational training for more than two dozen OB/GYN physicians among several hospitals and residency programs.

## Milestone: National Recognition

In June, the National Campaign to Prevent Teen and Unplanned Pregnancy showcased our successful efforts to reduce teen pregnancy and improve high school graduation rates. Ours was among six success stories outlined in the National Campaign’s report, *Teen Pregnancy & High School Dropout: What Communities Can Do to Address These Issues*. The report credits PPHS with developing an innovative model for soliciting parental input and engaging public school administrators.

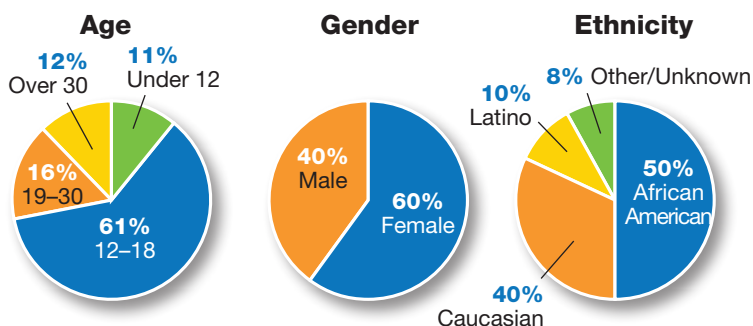
## Milestone: Health Center Integration

As with PPHS Educators, our health center staff is trained to provide one-on-one client education. In 2012, we developed a monitoring program to ensure that our Community Education clients are better able to access PPHS health centers for medical care and additional education. Educators have been trained to better identify clients at risk of sexually transmitted diseases or unintended pregnancies. Medical staff now tracks those patients who have come to our health centers through Education staff referrals.



Our newest Educator, Katie Jones, provides contraceptive counseling to Hollins University student Johana Keller

## Education Client Demographics



PPHS Educator Keiana Mayfield conducts a presentation during a regional meeting of health educators

# Public Affairs: Milestones of 2012

## Milestone: Defunding Efforts

In January, the national office of Susan G. Komen Race for the Cure announced that it would discontinue funding PPHS and other Planned Parenthood affiliates. Komen later rescinded its decision following widespread condemnation. We continue to work with local Komen affiliates who share our commitment to eradicating breast cancer. Also in 2012, North Carolina joined South Carolina and Virginia in effectively banning PPHS from receiving public funding for preventive health services.

## Milestone: Voter Engagement

Throughout 2012, PPHS engaged in a region-wide voter engagement drive to increase voter registration and to encourage more women and men to vote. Non-partisan Voter Education displays were set up in nearly all of our health centers. Many of our waiting rooms were stocked with materials and information to foster greater civic involvement. The PPHS Action Fund, a separate advocacy organization, maintained a strong presence in Charlotte during the Democratic National Convention. By the close of the Convention, Planned Parenthood had signed up 6,400 new advocates.

## Milestone: Restrictive State Laws

With the support of thousands of volunteer advocates, PPHS helped to defeat more than two dozen legislative measures within our four states. Despite our efforts, South Carolina passed a law barring insurance coverage for abortion in its state exchange. Additionally, Virginia passed a demeaning and unnecessary abortion bill that imposes an ultrasound, an offer to hear the fetal heart tone and a 24-hour delay. The initial bill included a forced “transvaginal ultrasound” clause that was later modified. In 2012, states passed 43 laws restricting abortion—more than any prior year except 2011.



Both in their 80s, volunteers Paul and Rosalie Godwin of Fair Play, South Carolina signed up new advocates for four straight days during the Democratic National Convention



One of the many Voter Engagement displays set up in our health center waiting rooms



# Development: Milestones of 2012

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None of our achievements in 2012 would have been possible without the strong and sustained support of nearly 5,500 PPHS donors last year—from the smallest contributors to the largest. We hope each of our supporters recognize the important role they play in our many accomplishments.



From left: Bruce McWilliams, Ann Batley and former Board members Jack and Moki Moffitt attend donor event in Roanoke, Virginia

## Milestone: “Strategic Partner” Status

In 2012, the Z Smith Reynolds Foundation, one of the largest progressive foundations in the South, awarded “Strategic Partner” status to our affiliate. Our elevated status comes with an unrestricted contribution of \$375,000 over three years. The establishment of a multi-year strategic partnership with such an influential funder is critical to the long-term advancement of PPHS. This is the same prestigious foundation that provided CEO Walter Klausmeier with a sabbatical award that honors his work and the work of our affiliate.

## Milestone: Federal Grant Award

Development staff played an instrumental role in securing the largest public grant in PPHS history. In July, we were informed that PPHS was awarded Direct Grantee status under the federal Title X program. As a result, the federal government is providing grant funding to expand access to preventive reproductive health care services for individuals in poverty. This multi-year grant is expected to receive additional funding over the next two years.

## 2012 Leadership Gifts (\$25,000 and above):

**Fred and Alice Stanback**, \$300,000 for affiliate-wide support; \$100,000 for the Asheville Health Center

**Z. Smith Reynolds Foundation**, \$375,000 for support of services in North Carolina

**Anonymous**, \$100,000 for public policy initiatives

**Planned Parenthood Federation of America, Inc.**, \$50,000 for patient services in Charleston, SC, \$45,715 for Voter Registration

**The Merancas Foundation, Inc.** \$60,000 for Teens Taking Action Program and \$25,000 for adolescent health services

**Cone Health Foundation**, \$62,460 for Teens Taking Action program in Greensboro

**United Way of Roanoke Valley, Inc.**, \$56,774 for community health education in the Roanoke Valley

**Bruce W. McWilliams and Sarah McWilliams**, \$35,000 for affiliate-wide support

**The Women’s Fund of Winston-Salem**, \$25,545 for education services in Winston-Salem

**Lucille P. and Edward C. Giles Foundation**, \$25,000 for affiliate-wide support

**The WestWind Foundation**, \$25,000 for public policy initiatives



**Al and Anne Strickler**

# Our Legacy, Your Legacy

*“Many years ago, someone we knew well confided in us that her 15-year-old daughter was pregnant. After the birth, Anne went to Planned Parenthood to get brochures and information so the daughter could protect herself. But, before we were able to help her, the daughter was pregnant again. Anne and I have been lifelong supporters of Planned Parenthood ever since. The more we learn about Planned Parenthood, the more our commitment grows. We plan to continue supporting Planned Parenthood Health Systems long after we’re gone.”*

~ Al Strickler, PPHS Board Member

Anne and Al Strickler have added an amendment to their estate plan to ensure their long-term commitment to PPHS. Please join them in supporting Planned Parenthood, now and forever.

For more information, visit our website: [www.pphs.org/plannedgiving](http://www.pphs.org/plannedgiving).

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